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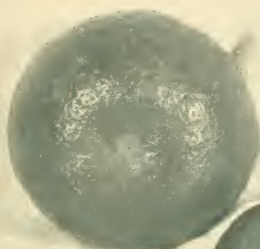
The Three Choicest Gifts from the gods to Miami

Her Splendid *Climate*

Her Delicious Fruit—*Miamirene*

Her Complete Food—*The Avocado*

DELICIOUS
MIAMIRENE



AVOCADO
(Alligator Pear)

The
Story
of
MIAMIRENE
and
**AVOCADO
PARK
GROVES**

— • —
Stranger and More
Fascinating than
Fiction

Where Millions of Dollars Will Grow on Trees

MIAMI AVOCADO & CITRUS GROWERS, INC.

E. F. HANSON, President and General Manager

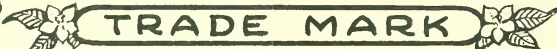
(Mayor of Belfast, Maine, for Ten Years)

HEADQUARTERS AND MANAGER'S OFFICE AVOCADO PARK GROVES

West of Coral Gables

COPYRIGHTED BY E. F. HANSON, 1931

The Story of the Delicious Miamirene



FOREWORD

To "Miamirene" Edition

In this Brochure we shall deal briefly with two very important horticultural products—each in a class by itself—destined to bring millions of dollars to the growers who live in the favored sections where they can be grown.

Thousands of people all over the United States and in some foreign countries, have heard about AVOCADO PARK GROVES at Miami, Florida, promoted and developed largely by northern men and capital. Here is the largest planting of Avocado trees in Florida and for some seven years this work has been carried on under the management of "THE MAN FROM MAINE," E. F. Hanson. Where untamed prairie and dense hammock existed a few years ago, today approximately 20,000 Avocado trees and 11,500 Citrus trees are growing.

Here is a square mile—640 acres—enclosed by galvanized wire fence, of which about 420 acres are planted, and in addition 220 acres have been cleared, dynamited and mounded for planting. In the shade house approximately 10,000 young Avocado trees are now being grown and budded for planting.

Finest Avocados in Florida

The story of the first commercial crop of Avocados from a small portion of this grove, and the wonderful reception they received—because of their superior quality—in the cities of Philadelphia, New York, and other sections, is told on other pages.

The fact that we established through the shipment of our first crop—beyond all question—a reputation for producing the very finest Avocados in all Florida, was very pleasing, but we had something still more desirable coming.

As adversity or prosperity often ebbs or flows for periods like the tides, Dame Fortune evidently decided it was time for our tide of prosperity to continue rising to a point that would mark a

milepost in our history, and that we believe will eventually mean millions of dollars in profits to the shareholders in Avocado Park Groves.

A Remarkable Discovery

The Citrus trees in Avocado Park Groves include Oranges, Grapefruit, Tangerines, Lemons, and two varieties of Tangelos (a cross between the Grapefruit and Tangerine).

Among our young trees we found a quantity with apparently different foliage and other peculiar characteristics that puzzled our grove superintendent, our budders, and all who examined them.

When some of these trees came to bear fruit their product was an astounding revelation.

Last November, Mr. R. W. Blair—our grove superintendent—brought to our office some samples of fruit he had just gathered and announced that he had something entirely different from anything in our grove.

The Story of "Miamirene"

We examined the fruit, symmetrical and of a beautiful dark golden color, very heavy for its size indicating abundant juice content. The skin removed as easily as from a Tangerine or any of the "kid glove" varieties, though somewhat thicker, very soft, flexible yet firm.

The segments of the fruit readily separated as in the "kid glove" varieties, but the climax of our surprise came when it reached our palate. The delicious flavor was absolutely inexpressible and we could only remark "Why, this is delicious."

Later that expression, or its equivalent, came spontaneously, enthusiastically, and unanimously from the lips of thousands. It delights the most fastidious epicure. But I am anticipating.

Here we had undoubtedly something that would capture the most select trade at prices that would mean large profits to the producer. Having learned there

were only about twenty trees bearing we decided not to sell any of the fruit but to advertise it by giving samples to visitors who came to the grove while the fruit lasted.

Five Thousand People Test "Miamirene"

We advertised this decision and approximately 5,000 people received samples before the supply was exhausted, and every recipient was enthusiastic over its fine flavor. Many urgently insisting on buying, urging us to name a price. We held to our decision — we would give samples away but none for sale.

No other fruit of which we have ever known has met such universal approval, such a wonderful reception, as has "MIAMIRENE."

A Splendid Shipper

However good a fruit may be, its value must be tested by its shipping qualities. We therefore subjected this fruit to the most exacting conditions, sending sample shipments long distances by express and freight, and every shipment arrived in fine condition and was accorded unstinted approval by the recipient.

Its Keeping Qualities A Revelation

To test its keeping qualities to the limit, a quantity of fruit was gathered, placed in a basket, and stored on a table



PHOTOGRAPH 84 DAYS AFTER PICKING

in an open shed—sides open, roof covered with galvanized iron.

The fruit was placed on the second day of December, 1930, and there it set in a common basket in this open shed, with galvanized iron roof on which the heat beat at midday, followed by the coolness of night, through wet and dry atmospheric changes, and the fruit actually remained in perfect condition for over 40 days, and it was 84 days before we discovered the first symptoms of decay on one specimen. Examination of the fruit showed it was in good condition. A few showed considerable shrinkage, but the juice content was so great that we found one caliper three inches that weighed eight ounces. It was a great and agreeable surprise.

Selecting eight specimens we had them photographed as shown herewith.

Every bit of this fruit showed a condition fresher and better than would be expected from any other citrus fruit of which we know if kept twenty days—or less than a fourth of the time — even though it were kept under the most favorable conditions.

Please read that again and grasp this fact.

This fruit was not in a cool room but in an open shed as stated, which demonstrates beyond question that it can be shipped to any section of our country and to many foreign countries with an assurance it will arrive in good condition if given normal conditions.

Sworn Statement

TO WHOM IT MAY CONCERN:

I, the undersigned, R. W. BLAIR, have been in the employ of the Miami Avocado & Citrus Growers, Inc., as Grove Superintendent, for approximately four years. I have had some eleven years experience in the handling of citrus groves. I gathered the first fruit now called "Miamirene." I have carefully read the statements made by Mr. E. F. Hanson regarding the delicious flavor, shipping and keeping qualities of this fruit, and to the best of my knowledge and belief they are absolutely correct.

I gathered the fruit that was placed in storage to test its keeping qualities, know that it was stored under the conditions described, and that the period of time elapsing between such gathering and the photographing of the fruit is correct.

R. W. BLAIR.

Subscribed and Sworn to before me this 2nd day of March, 1931.

H. H. WIGGINS,

Notary Public, State of Florida at Large.

My Commission Expires Nov. 28, 1934.

Here are Important Characteristics of "Miamirene"

First, Great Productivity—the bearing trees are vigorous and produced a good crop.

Second, Immunity to Scale and other Citrus Pests. These trees have not been sprayed.

Third, a Fruit that Everybody likes.

Fourth, Splendid Shipping Qualities. The firmness of skin, medium thickness and flexibility, makes it capable of sustaining long shipments without damage.

Fifth, Remarkable Keeping Qualities.

Its distinctive characteristics are emphasized by the fact that after expert horticulturists had examined the tree and made microscopic and other tests of the fruit submitting their report to us, a number of practical grove men disagreed with them most decidedly. The consensus of opinion seems to be that it is really a combination of orange, grapefruit and tangerine, created through a mixture of the pollen of the three varieties. On one point expert and layman agree, **THAT IT IS OF A VERY SUPERIOR QUALITY.**

It matters not what its origin may have been, **IT IS WHAT IT IS THAT COUNTS**, and we have told you what it is. That before it lies an enormous and profitable field is self-evident, and the amount of profit to be derived from its distribution depends wholly upon the method used in handling.

It is reported that the introduction of the Temple Orange paid its owners \$3,000,000. If that be true, how many millions do you think can be gathered with this fruit if handled advantageously?

WE BELIEVE THAT TO SECURE THE MAXIMUM OF PROFIT THROUGH ITS INTRODUCTION REQUIRES THE ESTABLISHING OF A LARGE NURSERY WHICH CAN BE ENCLOSED AND GUARDED, AND WHERE MANY THOUSANDS OF TREES CAN BE GROWN AND BUDDED AT ONE TIME. THESE TREES SHOULD AND UNDOUBTEDLY WILL BRING A HIGH PRICE, WITH CONSEQUENT PROFIT.



"MIAMIRENE"

Though a mass of juice, can be eaten without soiling hands.

An important feature for Grower, Jobber, and Retailer, and means the Saving of Thousands of Dollars to Retail Dealers alone. They will All want to stock this fruit.

Are we wrong when we say this fruit is in a class by itself?

What To Name It

Experienced grove men could not help us in giving this fruit a classification. To them it was something NEW.

We sent samples to our Experiment Station at Gainesville, receiving a prompt and courteous reply from Mr. A. F. Camp in which he stated that he was uncertain as to the proper classification, but said "It is certainly a very delicious fruit."

Securing A Name

Desiring to secure a name worthy of this fine fruit, we offered a reward for the name that we should select. Literally scores of people in different walks of life responded.

There were many duplicates but a large number of names were so good it was hard to make a decision. The committee, however, unanimously decided that the happy thought of Mr. Irving G. McColl, of East Harpswell, Maine—wintering in Miami—to name FLORIDA'S FINEST CITRUS FRUIT after her most famous city, with its wonderful climate and world-wide fame, would be most appropriate. And now she gives to the world a fruit whose fame will extend as far as Miami is known and when people think of Miami they will think of her gift from the gods.

"Miamirene"

Is the name that has been selected and is meeting with universal approval.

Every loyal friend of Miami is now invited to aid in placing this product before the world. Every one can help. Nearly every one can participate financially for the terms are so favorable they can be met without embarrassment. This is the sowing time, the sowing of seed that will undoubtedly produce a golden harvest, and we believe offers an opportunity for many who have sustained financial losses to recoup these losses wholly or in part.

A Word of Caution

Salesmen sometimes get over-enthusiastic, they draw on their imagination, but as long as they talk in harmony with what we have printed in this book we stand behind every statement, but no further. Any interested party wanting more information is advised to consult "The Man From Maine", E. F. Hanson, or write him, and they can rely upon setting facts and nothing but facts.

We have played the game of life with our cards face up from the start. We are not going to make any change.

What do you really think of the future of Avocado Park Groves that has proved it can produce the finest Avocados grown in Florida, with endorsements from leading dealers to prove this fact. And in addition to the AVOCADO — Florida's Green Gold Mine—having exclusive ownership and control of "MIAMIRENE", a fruit that has won unstinted and unanimous praise from all who have sampled it.

When oil prospectors strike oil there is always a great rush to procure an interest. The finding of a rich deposit of gold will draw an army. Yet the oil will cease flowing, the vein of gold become exhausted, but a good Avocado tree will continue producing for centuries.

The handling of "Miamirene" alone would warrant the organization of a company with large capital, but we believe it can be handled just as efficiently and much more economically by the Miami Avocado & Citrus Growers, Inc., in connection with Avocado Park Groves, where there are thousands of Avocado and Citrus trees just coming to bearing, thus insuring an income from the start. With these dual money makers, what have we not a right to expect?

To put "Miamirene" on the market, to complete the development of Avocado Park Groves, WE MUST HAVE MORE CAPITAL AND ANY PERSON WITH A LARGE OR SMALL AMOUNT OF MONEY THAT THEY CAN SPARE WILL DO WELL TO INVESTIGATE.

THE INTERESTING STORY OF AVOCADO PARK GROVES

WHAT IS AN AVOCADO? (Alligator Pear)

That question is asked by many because it is only a comparatively few years since northern people have known of this wonderful product of Nature. It is today, however, a staple article in all our large cities, and is served in season in all first-class clubs, restaurants and hotels, and in thousands of homes.

By many it is known as the "Alligator Pear," but how it got that name is unknown, for it is certainly not a "pear," and has nothing in common with "alligators." Strictly speaking, we are told that the Avocado is not a vegetable or fruit, it is the aristocrat of Nature in a class by itself. In this booklet, for convenience in designation and comparison, we may use the term "fruit" or "pear," that being the common designation.

The Avocado is not a native of Florida but comes from more tropical climes, and what are known as "Seedlings" and many varieties of "Budded" trees are largely West Indian products. The government, assisted by growers, through careful selection and extended experiments covering many years, has improved the quality until the present product is far superior to the original importation.

The fruit of the best commercial varieties varies in size from 1 to 3 pounds each, and, as a rule, has a rich "nutty" flavor that does not appeal to all at first eating, but very shortly a taste is acquired that will ever after demand satisfaction, and 'tis said that the lover of Avocados will satisfy that longing irrespective of price.

Many eat them direct from the shell. Others sprinkle a bit of sugar, salt or pepper, a bit of lime juice and sugar appeals to many tastes, but the greater part are undoubtedly eaten prepared in delicious salads.

An Ever Enlarging Field

While the wealthy have been using the Avocado as a delicacy, physicians have discovered that the most delicate stomach — rebelling at all other forms of nourishment—will retain the Avocado in any quantity, thus bringing to Nature's aid a most potent restorer of strength and vigor to the wasted tissue.

The infant, with its tiny hold on life, will quickly respond with renewed strength to the judicious use of perfectly ripened Avocados.

Old age, shattered nerves, premature weakness, etc., resulting from whatever

cause, here finds the potent elements that will assist Nature in her efforts to restore normal conditions. Here are the elements essential for the building of health, flesh, bone, muscle and nerve, prepared by Nature in her wonderful laboratory in the most available and potent form.

Prof. E. D. Vosbury, of the United States Department of Agriculture, says:

"No other fruit, not excepting the olive, equals it in food value. Most of our fruits analyze 200 or 300 food units per pound, expressed in calories. The Avocado averages 1,000 calories and is equal, pound for pound in ability to sustain life, with lean meat."

Interesting Facts About Avocados

The Avocado is a tropical or semi-tropical fruit.

It is not a pear, and the term "Alligator Pear" is a misnomer.

It is very delectable and tastes like nothing but an AVOCADO.

The shape varies from round to oblong or gourd shape.

The commercial varieties vary in weight from one to three pounds or more.

The color varies from light green to a dark purple, almost black.

It has one large seed. The tree does not come true from seed.

Avocados are ripened off the tree, from one to two weeks after picking.

They are unfit to eat unless thoroughly ripe.

They should be soft enough to spread on bread like butter.

They have a very high food value, and are easily digested.

They contain from 12 per cent to 30 per cent fat, but very little sugar.

They may be eaten with any course of food from soup to nuts.

Spread Avocado on bread or crackers with a little salt.

Eat as salad with condiments, or on your pie.

It makes a delicious soup and is fine frozen in your ice cream.

Wherever grown in quantities, they are a staple article of diet.

The taste for them is exceedingly easy to acquire.

Ninety-five per cent of the people like them at first—if given good ones.

The price is high because of scarcity.

The tree is evergreen and makes a beautiful shade tree.

The leaves look somewhat like those of the magnolia.

There are about 100 varieties of Avocados, but only a few that are superior in quality.

Seedling trees have grown sixty feet high and with fifty-foot spread.

Budded trees do not grow so large.

Budded trees bear in from two to four years, according to variety.

Groves may be arranged so that fruit may be had the year round.

Trees will carry the fruit weeks after ripe.

Where Avocados Can Be Produced

Avocados are grown in Central America and the West Indies in large quantities, but they are greatly inferior to the choice, improved varieties grown in Dade County, Florida, and planted in Avocado Park Groves.

There are comparatively few who know that Dade County, and especially the section around Miami, is the ideal home of the Avocado, a product unequaled in all the world for productiveness, price and profit, often selling in the New York markets for from \$1.50 to \$2.00 each, and even higher when scarce.

California is engaging largely in the production of Avocados, but being 500 miles north of Miami, they can produce only the more hardy varieties, which as a rule are small in size and are not comparable in quality with those produced here.

In New York the market price for California Avocados is usually around one-half that quoted for Floridas.

It is well to remember that the varieties that bring the high prices in northern cities, and for which there is a demand that has never been supplied, cannot be planted commercially north of Fort Lauderdale — 24 miles north of Miami—and the groves that have produced the finest fruit and consequently yielded the largest profits were located in and close around Miami before subdivision destroyed them.

Here we have the soil, the wonderful climatic conditions, that promote tropical and semi-tropical growth practically continuously throughout the year.

Only a few square miles where they can be raised profitably — a hundred million of people as prospective consumers.

How Avocado Park Groves Came Into Existence

Some twelve years ago Mr. E. F. Hanson and wife, of Belfast, Maine, after long years of active business, retired, and came to Florida to enjoy its wonderful climate. Hearing repeatedly of the enormous profits that were being received from Avocado production in and around Miami, he became interested and decided that if these statements were true, then a good Avocado grove would surpass anything he had ever known for net profits. To ascertain the facts firsthand, he went direct to the groves where he could have personal contact

with the growers who were reliable, intelligent, progressive gentlemen.

Selecting the three large groves in and near Miami, he made an exhaustive investigation.

The Montgomery Grove

The first grove visited was owned by Mr. Charles Montgomery on Buena Vista Drive. Mr. Montgomery proved to be a very courteous gentleman and exhibited his private accounts to prove his statements.

For a five-year period, careful accounting showed that he received an average of \$3,000 NET from 85 trees each year. Some of his trees have produced \$250 worth in one crop. He had sold fruit as high as \$45 per crate. He built and operated the first Avocado packing house in Miami. He believed in Avocados, believed they are the most profitable product Florida produces. The beautiful home and grove was the evidence behind his belief.

The Cellon Grove

The next visited was "Tropical Grove" on Seventh Avenue, owned by Mr. George B. Cellon, author of "Commercial Cultivation of the Avocado and Mango."

We received a cordial reception from Mr. Cellon, who gave us several hours of his time, imparting to us in the most interesting manner the facts he had learned in 22 years of active experience. His was a wonderful grove. The trees showed the skill and care bestowed upon them, and their appreciation evidenced by their bountiful bearing.

In passing through his beautiful grove, he pointed out 54 trees that he said had been such profit-producers that he was "almost ashamed to look them in the face," as they had furnished him so much money that he had spent. These trees began bearing the third year, and from the first three crops on these 54 young trees he received \$3,000.

The Deering Grove

We next visited the Charles Deering estate on the Dixie Highway, a grove of about 3,500 Avocado trees planted in 1906. Here we met the genial superintendent, Mr. J. M. Morrison, and when we asked for the average bearing capacity of thrifty Avocado trees, Mr. Morrison, after talking with his foreman, estimated that it would be safe to count on from 600 to 700 "pears" per tree annually. These would ordinarily pack from 36 to 46 to the crate or box. Computing the smallest size of 46 and the min-

imum quantity of 600 per tree, and we have 13 crates to the tree.

The value of trees in this grove was established in the Dade County Circuit Court under condemnation proceedings in the opening of a street at \$500 per tree. This is told in detail elsewhere.

Who Is Mr. Hanson?

Here is a synopsis of his history.

He was raised on a Maine farm.

After leaving the farm, followed the sea eight years.

Later became manufacturer and dealer in carriages.

Worked in the construction of the B. & M. L. RR. and later was elected President of that road for several terms.



E. F. HANSON

Known in Miami as
"THE MAN FROM MAINE"

His greatest business success, however, was in the organization of a stock company to market a proprietary preparation, with a capital stock of \$25,000. Shares \$100 each. His success from the start was phenomenal. The business increased so rapidly that in six months he paid a 20% dividend, in 12 months 100% dividend. Parties desiring to get control of the business purchased stock at \$1,000 per share and came near getting control. To prevent this the business was sold and in 18 months, Mr. Hanson disbursed to his stockholders in cash, through the Belfast National Bank, including dividends, \$330,000, or \$1,320

for every \$100 invested. A business record unbroken in Maine.

Notwithstanding Mr. Hanson is a Democrat, he served as Councilman, Alderman, and was ten times elected Mayor in a Republican city. A rather remarkable political record.

In a hotly contested campaign he was elected State Senator.

He founded the Peoples National Bank.

Edited and published the Waldo County Herald, a local paper, for ten years.

Development of Avocado Park Groves

To finance the purchase, planting and developing of Florida's largest Avocado grove, after investing practically all of his own funds, Mr. Hanson organized a company and proceeded to sell stock to his friends and others all over New England and to people scattered over the U. S., Canada, Alaska, reaching England and Panama. Many of these people did not know what an Avocado was like, but having known or investigated Mr. Hanson's business record, and the wonderful profits made in the production of Avocados, they decided the investment would be safe and profitable.

The land purchased by Mr. Hanson was untamed prairie, covered with rank grass and dense hammock growth. There were no roads reaching the property and freight was hauled to the property on sleds behind a tractor. Now smooth rock surfaced streets surround the grove, a drainage canal runs alongside, and the adjoining section on the north bordering on Tamiami Trail, has been purchased by the Miami Military Academy, where it is proposed to establish headquarters for 1,500 students. The improvements call for a very large outlay in the construction of a large lake and beautifying the grounds.

Avocado Park Groves is now reached from Miami over splendid oil surfaced roads, via Tamiami Trail, Coral Way, or Bird Road. It lays five miles west of Coral Gables, known the world over as Miami's "Master Suburb," where millions of dollars have been spent in creating great boulevards, beautiful plazas, parks, streets, sidewalks, golf links, an immense bathing pool, public buildings, etc.

"There seems to be a splendid future ahead in Florida for the Avocado industry. We shall be glad to co-operate wherever possible with the grower."—Florida Power & Light Co.



TELEPHONE WALKER { 5407
5408

OUR SPECIALTY: Exporting Fruits to Tropical Countries

MANNIELLO BROS. & MAYRSOHN, INC.

"THE HOUSE THAT GIVES THE SHIPPERS A SQUARE DEAL"



COMMISSION, EXPORT & IMPORT

324 WASHINGTON STREET
COR. JAY STREET

New York

Jan. 30, 1931.

CABLE ADDRESS
"MANNIELLO, N. Y."

CODES USED
A. B. C. 5TH EDITION
BENTLEY'S, MODERN
ECONOMY, PRIVATE

Miami Avocado & Citrus Growers, Inc.,
Avocado Park Groves, - Miami, Fla.

Gentlemen:

Permit us to mildly express our gratification and the thorough satisfaction of our clients who have received the splendid Avocado Pears developed on your superb groves. The consensus of opinion of its carrying quality, delicious flavor, and nutritiousness is par excellence, and it is doubtful if the soil of your favored State ever produced its equal. We have received an avalanche of the highest praise and repeated orders, and you have every reason to be proud of the reputation you are propagating throughout our clientele.

Aside from the magnificent Avocado Pears you produce, we have found our business relations with you most pleasant, dependable and of the highest order, and we say without reservation or reluctance that anybody who enters into any dealings with you can confidently be assured of utmost satisfaction.

Very truly yours,

MANNIELLO BROS. & MAYRSOHN, Inc.

J. M. Manniello
Secretary.

PJM/mr



Tassini & Salisch, Inc., 321 Washington St., New York, say: "You can rest assured that in our opinion your Avocados are the finest we have ever seen come from Florida. Their carrying quality is unsurpassed, etc."

The S. A. Gerrard Co., of 134 Walnut St., Philadelphia, and Cincinnati, Chicago and New York, state that we are shippers of the finest Avocado Pears they have ever known, the finest that leave the State (Florida), and the carrying quality of the best.

Letters sent on request. They prove that we shall command the finest trade in the future.

Ideal Soil and Irrigation Conditions

The soil, rich marl and sand, nearly fifty-fifty, requiring a minimum quantity of fertilizer. Not Everglades muck land, nor rocky pine land, but prairie between the two.

This soil underlaid with soft oolitic limestone through which clear circulating water flows freely.

Water table quite near to surface permitting the roots to enter circulating water and through capillary attraction ground always kept moist to the surface.

By using heavy charges of dynamite the rock was pulverized over a considerable area and some three to four feet deep for each tree. This enables the feeding roots to freely penetrate the soft rock. By building a mound 12 to 15 inches high, setting the tree in a basin on top of this mound, the crown roots are exposed to the air, increasing productiveness, and are placed above submergence by water under normal conditions.

Here the roots after the first year reach clear circulating water, impregnated with the fertilizing properties of the rock, and a root development is formed such as can be obtained under no other conditions.

Aquacati, the Spanish name for Avocado, means "water pear."

Under these ideal conditions at Avocado Park Groves, we enter into a partnership with Nature and its most marvelous product, a purveyor of health and wealth—we could ask no more.

U. S. Chemical Analysis of the Avocado

The chemical combination of fruit elements with the purest of fat or oil (about 18 per cent. oil) as found in the Avocado, explains its life-, vigor- and health-giving qualities.

Here is the PROOF that Nature places in the Avocado all the essential elements required to build, repair and sustain human life.

Aquacati—Spanish
Avocado—English } meaning "water pear."

Analysis of the Avocado

	Per Cent
Water	72.8
Protein	2.2
Fats	17.3
Carbohydrates	4.4
Crude Fibre	1.9
Ash	1.04

Our stock represents entire ownership of both "Miamirene" and Avocado Park Groves—Two Winners.



A Load of Green Gold Nuggets (Avocados) enroute from Tree to Packing House
Note the uniformly large size.



Leaving Packing House for New York Steamer. — Standard Lugs.

A Permanent and Profitable Investment Proved by Indisputable Facts

The Avocado tree lives for centuries. In the mountains of Guatamala are trees said to be over 500 years old.

There was a tree on the Filer estate in Miami, with trunk as large as a flour

barrel, and according to the Seminole record over 200 years old. Messrs. Montgomery and Cellon told of seeing this tree before it was destroyed and that it produced at a single crop over 3,000 Avocados, by actual count.

The bearing capacity of an Avocado tree increases with age, and the Country Gentleman in a special article entitled "Florida Backs the Avocado," tells

of one tree owned by the late W. J. Krome, that produced 32 crates at one crop. They quote from Mr. Krome as follows:

"From between January 15 and March, I didn't have a sale of Avocados in New York under \$32.50 a crate. I have frequently had them bring \$40 a crate up to the time when Central American Avocados began to come in and break the market down to \$15," he said.

We would not introduce this statement here were it not for the reliability of the authority, because many people will say right away, "That seems incredible." It does not matter what a thing seems, the question is, IS IT TRUE? THIS STATEMENT IS TRUE.

In this article, conservatively characteristic of the Country Gentleman, after Mr. Krome's statement that he had gathered "as many as 32 crates of Avocados from a single tree," he further stated that from January 15 to March, no Avocados were sold under \$32.50 per crate, etc. Now, assuming that this tree—or any other tree—produced its 32 crates of fruit during the period of top prices, and actually sold for \$32 per crate, then the income from this tree one crop would be ONE THOUSAND AND FORTY DOLLARS.

This shows the possibilities of one good Avocado tree that has been properly fertilized, sprayed and cared for.



This tree less than four years old, only a little over 7 feet high, had 73 large Avocados. The fruit being the color of the leaves, we whitened it so it would show in the picture. This is not a new variety, but a Collinson that brings top price in January and February.

What Is the Value of a Good Avocado Tree?

While the facts presented in this booklet demonstrate beyond question that our Shares offer not only an absolutely safe but a remarkably profitable investment, we have long believed that we shall achieve far greater success than those who have preceded us.

We believe this because we have planted better trees on better soil.

As to the actual value as an investment, of a good bearing Avocado tree in the older groves here in Dade county, it has long been a mooted question, but we are pleased to say that this value has been ascertained and become a matter of Court record.

On April 4, 1924, in condemnation proceedings in Dade County Circuit Court, in the case of County of Dade vs. Charles Deering, to ascertain among other damages the actual value of 123 Avocado trees, 12 years old, that the county sought to remove in the building of a highway, Mr. George B. Cellon, who for nearly a quarter of a century—alone or in connection with the Experiment Station—has untiringly and successfully devoted his time, talent and capital, to the production and improvement of the Avocado, and who is acknowledged not only in Dade county but by the Agricultural Department in Washington as being the very best authority on the subject, testified under oath as an expert that the 123 trees were worth SIXTY-ONE THOUSAND FIVE HUNDRED DOLLARS, or FIVE HUNDRED PER TREE, as an investment. Under cross examination he demonstrated these figures to be conservative, based on the annual net returns covering a long term of years.

Please read that again.

Now please read slowly and carefully the following: Large as Mr. Cellon's figures may appear, they do not represent anything like the actual future value of our trees, when they have reached full bearing, and here are the reasons:

The Deering trees were set some 20 years ago when the late bearing, money making varieties now available were unknown. They produced their fruit largely at a time of year when the estimated average value of their product was only about \$7 per crate.

Again, the improved varieties such as we plant not only produce a product of superior quality and at a time of year when it commands a much higher price, but they are much more prolific.

Study that point a bit and you will get an idea of what our thousands and thousands of trees will be worth in Avo-

cado Park Groves when they come to full bearing. The figures run up into millions, and then more millions, and understand, they are based on SOLID FACTS, not fiction or conjecture.

Haven't we a right to believe that the possibility and probability of returns is so well assured that they may outrival the expectations of the most optimistic? Think that over, then think again, and tell us if you ever saw such an opportunity before to place your dollars where the real estate value alone makes your investment absolutely safe, and where your dollars will not only grow fast and continually, but come back to you in ever-increasing volume, annually as long as you live.

What do you think a Share of our stock will be worth in five years from now? What will it be worth in ten years with the trees continually increasing their product?

A shareholder in the United Fruit Co., who received 100% dividend in addition to the regular dividend not long ago, said as he looked over our groves from the observation platform, "This is going to beat the United Fruit Co. as a dividend payer." We believe the future will prove him right.

What Leading Business Men Say About Avocado Park Groves and the Management

To the Citizens of Miami
and the Public at Large:

We have watched with deep interest the remarkable and successful pioneer work performed by Hon. E. F. Hanson—known in Miami as "The Man From Maine"—at Avocado Park Groves.

He has carried on this development under conditions that would discourage almost any man. Working alone he has achieved the remarkable feat of financing this project through the sale of stock to small stockholders, despite the burst "boom," the hurricane of 1926, and the Fly scare of 1929. All of which made it very difficult to interest northern people in any investment in Florida.

In addition to these handicaps he has had strenuous opposition from some who seemed to fear that his success would interfere with their business interests.

Despite all the unfavorable conditions, Mr. Hanson, because of his business reputation for reliability, has secured and brought to Miami over a half million dollars and we believe that his development and success at Avocado Park Groves will mean millions to Dade

County, through the planting of Avocado groves according to his method.

* * * * *

WE BELIEVE AN INVESTMENT AT AVOCADO PARK GROVES, UNDER MR. HANSON'S MANAGEMENT, WILL BE NOT ONLY SAFE BUT VERY PROFITABLE, FOR THE PRODUCTION OF AVOCADOS HAS BEEN DEMONSTRATED FOR YEARS TO BE ONE OF THE MOST PROFITABLE INDUSTRIES IN DADE COUNTY.

HAVING KNOWN AND DONE BUSINESS WITH MR. HANSON FOR YEARS, WE HAVE NO HESITATION IN STATING THAT HE HAS ESTABLISHED A CREDIT AND A STANDARD IN THIS COMMUNITY THAT IS ENVIABLE AND WE HEARTILY RECOMMEND MR. HANSON AND HIS DEVELOPMENT TO OUR CITIZENS AND THE PUBLIC AT LARGE.

Signed:

C. H. Perry (C. H. Perry Company)
43 S. W. Second St.

Fuzzard Hardware Co.
104 West Flagler St.

East Coast Lumber & Supply Co.
93 N. W. Fifth St.

Llewellyn Machinery Corp.
1030 North Miami Ave.

U. S. Welding & Iron Works
426 N. W. First Court

Contractors Equipment Co.
2150 N. W. First Court

Commercial Press
138 N. E. 26th St.

Davis & Olsson Machine Works
50 N. W. 21st St.

The Hefty Press, Inc.
45-47 S. W. First St.

G. M. Dykes Iron Works, Inc.
1st Ave. and N. W. 3rd St.

Dade Motor Sales Co.
400 S. W. Second Ave.

Rinhart-Vernet Co., Inc.
South Miami, Fla.

C. D. Leffler (Gulf Refining Co.)
28 S. E. Fifth St.

Wilson & Toomer Fertilizer Co.
By E. B. Gladson
Coral Gables, Fla.

Among the above are some of Miami's old, staunch, conservative business concerns, representing business interests requiring a very large volume of capital.

Such concerns are very careful not to lend their influence to assist any man or concern in whom they have not complete confidence, and we take great pride in counting them among our friends and endorsers.

Isn't a business with such an endorsement worth INVESTIGATION?

When you buy a share in Avocado Park Groves you acquire an interest and ownership in the whole grove, all on it, all under it. You will get a square deal and your share of all we get from it. Isn't that good enough?

The Future of Avocado Park Groves as Viewed by an Expert

George B. Cellon, the Avocado expert, says:

"WHEN ALL THE GROVES WE HAD WERE IN EXISTENCE, THERE WAS PRODUCED ONLY ENOUGH FOR WHAT YOU MIGHT CALL A SAMPLE FOR THE MARKET.

"IF AVOCADO PARK GROVES ARE KEPT INTACT AND GROWING, THEY WILL CONTROL THE MARKET. YOU CAN PUT PRICES UP OR DOWN, AS YOU PLEASE."



No 1—Avocado tree 8 months old in box.

No. 2—Avocado tree one year old from setting, calipers 2 inches, $7\frac{1}{2}$ feet high.

No. 3—Germinating Avocado seed, showing miniature tree in embryo.

If You Would Like an Annuity for Life

This little booklet tells you truthfully how you can secure an annual income as long as life lasts and that will continue to your heirs for generations to come, for no one knows the period of life of an Avocado tree.

Change of Name and Incorporation of Our Business

We purchased our land and conducted our business until 1927 under the name of the Square Deal Land & Development Co., a Trust Estate. Believing this name was not sufficiently distinctive and to avoid some undesirable features of conducting a business as a Trust Estate in Florida, we incorporated in March, 1927, under the laws of the State of Florida.

MIAMI AVOCADO & CITRUS GROWERS, INC.

E. F. Hanson, Pres.

W. C. Houghtaling, Vice-Pres.

G. G. Hanson, Secy. & Treas.

With a capital stock of \$1,250,000

Par value of shares \$1.00 each, issued fully paid and non-assessable, and without personal liability.

With a broad charter and without changing any of the officers of the old company, and by simply exchanging the shares of the old company for stock in the new, we continue with the same shareholders and with no especial change save in the name of the company.

How We Have Financed Our Business; No Bonds or Mortgages

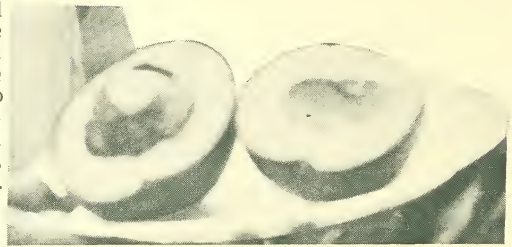
From the beginning we have secured funds as needed by the sale of treasury stock to small investors. We refused to sell large blocks, we didn't want any big fish to eat the small ones. We have over 1,300 stockholders. Through all the unfavorable conditions since the bursting of the boom, the Fly scare, the bank failures, crashes on Wall Street, and local opposition, we have carried forward our work without halting, kept a good bank balance, and maintained a credit and business standing in Miami of which we are proud, and today our property is owned without bonded indebtedness or mortgage. A leading banker when informed of this said he considered it "most remarkable."

Stockholders Lose Heavily Through Bank Failures and Wall Street

Because of the large number of bank failures and the slumps on Wall Street, involving billions of dollars, with the usual reverses and misfortunes that are incidental to human life, many of our stockholders have been badly affected, in some cases the earnings of a lifetime have been swept away and they can no longer make further investment.

A WINDSLOWSON AVOCADO

(Note thickness of flesh)



In budding we use buds from heavy bearing trees of the Winslowson, Collinson, Schmidt, Lula and Itzamna varieties, fruit that is marketed from the first of November through the winter and following spring, covering the whole period of high prices.

Everything indicates that Avocado Park Groves has a wonderful future and while the interest in production is increasing rapidly, and there will doubtless be large plantings in the coming years, there can be but few trees planted this year as there are few trees to plant. It requires four years from the planting of the seed before trees will bear commercially.

It is therefore evident that for years the market for the finest grade of Avocados will be ours, and with our Grove increasing in production every year we have a right to expect not only return of our entire investment, but a large surplus, while others are waiting for their trees to come to bearing.

"GROV-GOLD"

AVOCADO PARK GROVES BRAND "The Fruit with a Wonderful Flavor"

Of the Avocado—Alligator Pear—there are more than 100 varieties, not mentioning the seedlings; therefore, an Avocado may be very good or very poor.

Of all the varieties there are only a few whose delicate taste tickles the palate of the epicure—they are the aristocrats of the Avocado family. These are the varieties produced at Avocado Park Groves and are entirely unlike the thin meated California product with its excess of oil content, or the insipid wild Cuban seedling.

Every Avocado shipped to market will be stamped GROV-GOLD. That is your protection. You get the best by any test. GROV-GOLD brand will be sold by dealers in choice fruits. Shipped direct to people who desire the best. Served at the finest hotels, restaurants and clubs, whenever procurable. Call for GROV-GOLD.

A Bit of Straight Talk

TO THE READERS OF THIS BOOK:

Permit me to say that I believe the statements made in this book are substantially correct and worthy of your confidence.

I realize the importance of safety in making any investment, especially in these days when banks are failing in flocks.

I have made some business mistakes but I have also made some remarkable successes, and I have made some mistakes profitable by remembering them.

I believe the average business person who uses their common sense and good judgment, investigating what they invest in, is less liable to lose than the one who goes by banker, broker, or some other financial adviser whose interests often affect their judgment.

Twelve years ago I retired from business and had I not invested the principal part of my savings in Avocado Park Groves I might have been destitute today. I have had three bank failures. The most I got from any one was 25%.

I consider my investment in Avocado Park Groves, where I am in partnership with Nature at her best, the safest investment I can possibly make. I believe it is going to be very profitable.

The printed statements in this book we believe are in complete harmony with the facts, and no one is authorized to make any changes or promises not embodied in the book.

Dividends will be paid as soon as the company's earnings are sufficient to warrant them, and the smallest stockholder will get their share. We have reason to believe the dividends will be large.

We invite you to co-operate with us and have made the terms of payment for stock easy, to meet the requirements of those of limited means.

Respectfully yours,

E. F. HANSON, General Manager.

The Wonderful Record of One Tree

In the **Florida Forum**, 158 East Flagler street, on Wednesday night, February 23, 1927, Mr. J. S. Rainey, Agricultural Agent for Dade county, stated in his address that his bureau had fostered an Avocado tree in Homestead which has yielded **\$312.00 PROFIT EACH YEAR FOR SEVEN YEARS.**

No citizen of Dade county will question any statement of fact made by Mr. Rainey.

"Miamirene" A Money Maker

We can place "Miamirene" trees on the market in a comparatively short time, as we can purchase thousands of seedling trees from nurseries at a very low price, transfer them to our nursery and bud them, and very soon we can have thousands of trees ready for our own planting or for sale to others.

Meanwhile we can top-work our Tangerine and Tangelo trees to "Miamirene" budwood and thus double or treble their income capacity.

"We have an industry here that I believe will affect 90% of South Florida and will bring millions of dollars to Dade county. The Avocado industry is destined to outrival the tourist industry in Dade county in financial returns."—Miami Herald Editorial.

Pertinent Pointers

Our necessity affords you an opportunity.

"Despise not the day of small things."
Purchase a few shares if you cannot take many.

Please don't forget that when you invest in Avocado Park Groves you are putting your money in property free and clear from mortgage or bonded indebtedness, and also remember there are no big salaried fellows to eat up the profit.

Those purchasing stock now will share in all dividends. Our stock is all Common, Non-Assessable, Voting stock, and is offered on the ground floor at \$2.00 per share. Every share secured by its ownership in all the company's property which is free and clear. Where can you find a better investment?

A New York gentleman before investing, asked, "How many high salaried men have you?" He was told there was only one man drawing a salary, Mr. Hanson, who had promoted and managed the business from the start, sold a large per cent. of the company's stock without charging commission, and has a salary of only \$25 per week. He is content to wait for dividends from his stock with the rest. Where can you beat that?

We Invite You to Co-operate With Us

Because of existing conditions—with the experimental and enormous pioneer work of development done, the remarkably superior bearing qualities of our trees demonstrated—we now offer a limited amount of stock in an investment where dollars will grow every hour, day and night, for years and years to come, and the income naturally increases as the grove increases production.

That this development will be worth millions of dollars to Dade County, as well as to its stockholders is so self evident that we have no hesitation in appealing to those who possess a desire to help Florida, a desire to help in a development that means so much and that has had to meet strenuous opposition, in addition to handicaps wrought by the elements, and that has won the battle in spite of all difficulties up to the present. We need but a comparatively small amount of money to take care of our property until it brings returns that will make an investment, we believe, one of the most profitable offered.

Take your pencil and figure and you will see by your own figures that we offer a remarkable opportunity for investment with absolute security and large returns.

What Avocado Park Groves Represents

A development where years of pioneering work has transformed the wild prairie and dense hammock into a beautiful grove, and where we have demonstrated:

That we have the ideal soil;

That we have a complete and natural source of irrigation;

That not a tree can be uprooted by any hurricane ever known in Florida;

That the worst drought does not affect the grove in the least;

That the trees that have borne prove that they will be very heavy bearers of uniformly large fruit;

That this grove is going to be one of Florida's big dividend payers.

Where can you find a safer, more desirable investment?

Here without any long wait, without any of the risk attendant to the planting of new groves, without any bother on your part whatever after you have purchased your stock, you will share in the ever increasing returns.

What We Offer You

Co-operative ownership in 640 acres of choice land, with buildings and equipment.

A chance on the ground floor. Security absolute.

A business that has been proved to be very profitable and is endorsed by local and government officials, bankers and others. Management and business reputation of the Company of the highest with our business associates.

Treasury shares, at \$2.00 each.

Terms: Cash, or monthly payments. No interest.

No forfeiture. Certificate issued for all money paid in.

All stock Common, voting. No Preferred.

Certificates issued Fully Paid and Non-Assessable.

Dividends will be paid as soon as net earnings of the grove will permit.

Every precaution to protect stockholders. A Square Deal given to all.

Like perennial seed in fertile soil, yielding annual harvests, we offer you the chance of a lifetime.

Our Business Standing

We have been doing business in Miami since 1922 and believe we have a reputation for reliability and square dealing second to none.

Any citizen of Miami can tell you about the reputation of "The Man From Maine" for veracity and reliability.

REFERENCES:

Our references are a long list of Miami's solid business concerns, with whom we have been dealing for years. They know all about us and our business.

If you do business with us you will get a square deal. We don't think anyone in Miami will question this.

Don't fail to visit the Groves and see the wonderful view from our Observation Platform.

Reached by Tamiami Trail, Coral Way or Bird Road.

Address all communications to Miami Avocado & Citrus Growers, Inc., R. F. D. 1, Miami, Florida.

Make all Checks, Money Orders, etc., payable to E. F. HANSON, General Manager.

Copies of this Book are Free at the Groves, or by Mail. Send them to your friends.